CANTER, ACHENBAUM, HEEKIN INC.

Marketing Counselors

ALVIN A. ACHENBAUM
ARNOLD E. AMSTUTZ
STANLEY D. CANTER
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27 December 1976

Mr. John T. Landry
Executive Vice President
Director of Marketing
Philip Morris Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Landry:

We found, based on our examination and audit of the research data and their analysis, that the in-use product tests of Merit 100's cigarettes, which were conducted for Philip Morris U.S.A. by the American Institute of Consumer Opinion and described herein, are in conformity with generally accepted research principles and practices. Moreover, they are consistent with standard statistical sampling procedures normally used for such tests.

Alvin A. Achenbaum
Chairman of the Board

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